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**Tracesmart.co.uk Launch New Improved Website**

*Tracesmart, providers of the Tracesmart web-based people search tool have launched a new and improved website, aimed at making it even easier to locate friends and relatives*

**/24-7PressRelease/** - November 10, 2007 - Tracesmart, providers of the web-based people search tool, have announced the launch of their new and improved people tracing website.

It is envisaged that the new, highly user friendly Tracesmart site will help assist even more people in their [friend search](#) or [name search](#), enabling them to reconnect with people they have lost contact with. The site also allows users to [search for people](#) via the land register, postcode area or the [electoral roll](#).

Paul Weathersby, Technical Director at Tracesmart, oversaw production and is sure that both old customers and new will benefit from the extensive research and development his team have poured into the project.

"We are very customer focused at [Tracesmart](#), and whilst the original version of the site has always proved extremely popular, we knew that there were areas we could improve on to enhance the end-user experience. The new Tracesmart.co.uk site features all of the intuitive and powerful search tools available on the previous site, but with improved navigation and aesthetics.

When the site was in testing the user feedback we received was extremely positive and hopefully this opinion will be mirrored by all of our users, now that the new Tracesmart.co.uk is available to the general public."

Key improvements on the original version include an enhanced navigation system which ensures that users know exactly how they have arrived at any given page by way of a "breadcrumb trail" and an RSS news feed that allows users to keep up to date with the latest news and views at Tracesmart.

An enhanced site however, does not mean enhanced prices, as Adam Smith, Tracesmart Marketing Manager, notes:

"Whilst many changes have been made on our new site, we have ensured one thing is kept constant - Tracesmart still offers the best value for money people tracing tools in the UK, this is something that we will not alter."

**About Tracesmart Limited**

Tracesmart Limited was founded in 2004 and since its inception it has become one of the most widely used people search tools in the UK.

Technical Director, Paul Weathersby, boasts over 9 years of IT and web development experience and prior to his appointment at Tracesmart Limited fronted up various successful web development companies.

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